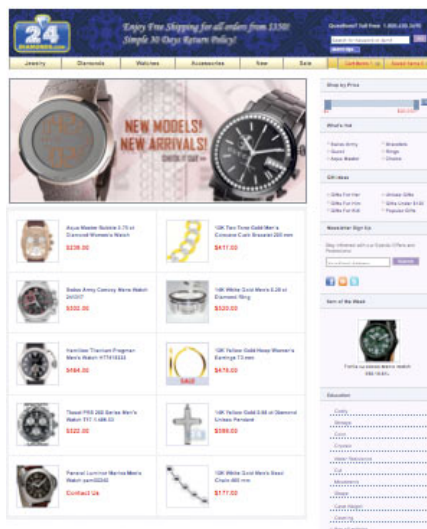


## 24diamonds.com Launches Web Site Redesign



*24diamonds.com, an online luxury watches, GIA certified diamonds and fine jewelry retailer, is proud to announce the launch of the much anticipated website redesign. The new website provides everyone with a comprehensive overview of 24diamonds.com..*

**July 3, 2009 - [PRLog](#)** -- 24diamonds an online luxury watches, GIA certified diamonds and fine jewelry retailer, is proud to announce the launch of the much anticipated website redesign. The new website provides everyone with a comprehensive overview of the 24diamonds.com products with a user-friendly search system as well as special loose diamonds search module to help our users easily find a perfect diamond for engagement setting.

<http://www.24diamonds.com> redesign includes:

- \* **A new look and feel:** the whole design concept has been changed. More than 10000 pages across the website have been updated. A wider screen display, additional visual elements and inside promo banners.
- \* **Improved search functionality:** search results are returned with better accuracy, added ability to sort results by different criteria and refine search results by setting a number of limiting factors. We also now provide more detailed search system with a special help option.
- \* **More educational information:** a special "Education" section was created to provide with more information regarding diamonds, jewelry and watches.
- \* **Improved profile page:** "Recently Viewed Items" to help customer to keeping track of all last visited items, "You Might Also Like" module suggests similar items, "Currency Converter" will help our users to estimate the price in other than usd currency.
- \* **Improved interactivity:** users are able to send their feedback and participate in "Anniversary and Birthday Reminder" program. We also plan to add online chat and product rating.

Users are encouraged to "<http://www.24diamonds.com/contactus>" with comments and questions about the Web site redesign.

# # #

About <http://www.24diamonds.com>

24diamonds.com was founded in 2003, and operates today as a strong family business. We are located in

MidTown of New York City - the largest watches and jewelry centers in the world. At 24diamonds.com we specialize in the sales of brand new high-quality watches and jewelry, at a considerably lower price in comparison with the manufactures retail price. 24diamonds.com offers fine jewelry selection of bracelets, chains, cuff links, earrings, pendants, rings, custom-made jewelry, loose diamonds, high-end brand name luxury watches and accessories.

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